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MT account

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Progressive N°

SUBSCRIPTION FORM

OPTION AND PRE-EMPTION OFFER OF 191 REPLY SHARES SUBJECT TO WITHDRAWAL

Subscription ratio: 1 Share at a price of Euro 130.956 for every 195,174 rights held

Subscription period: from 30 October to 28 November 2024, inclusive

Dear
Reply S.p.A.
110 Corso Francia
10143 Turin
societario@pec.reply.it

I, THE UNDERSIGNED,

(surname and first name or name of REPLY share holder) C.F./P.IVA
born on (city) nationality
residence/legal seat (city) (street, square)

DECLARES:

- to have taken note of the pre-emptive and pre-emptive offer of Reply S.p.A. (REPLY) shares, for which the right of withdrawal has been exercised (Shares), filed with the Turin Company Register pursuant to article 2437-quater, paragraph 2, of the Italian Civil Code, on 29 October 2024 and made available on the same date on Reply's website www.reply.com (Offer), as well as published on the daily newspaper "Milano Finanza" on 30 October 2024, and to fully accept the modality, terms and conditions;
- not to have exercised, by the expiry of the term provided for by Article 2437-bis of the Italian Civil Code, with respect to Reply shares to which the option rights specified below (Options) are granted, its right of withdrawal, pursuant to Article 2437, paragraph 1, of the Italian Civil Code, following the adoption of the resolution of Reply's Extraordinary Shareholders' Meeting held on 17 September 2024, which approved the proposal to strengthen the majority voting system;
- to be the owner of the Reply shares for which he has not exercised the right of withdrawal and, therefore, of the related Options;
- to be aware that acceptance of the Offer is irrevocable.

BEING THE HOLDER OF n. **Options**
: 195,174 = (rounded down to the lower unit)

BUY n. **Shares at the unit price of**
x € 130.956 =

UNDERTAKES TO PAY € on the date to be indicated (the **Settlement Date**)

Further **REQUESTS** to purchase **IN PRE-EMPTION (Pre-emption)**, pursuant to article 2437-quater, paragraph 3, of the Italian Civil Code, no. Shares eventually remaining unexercised at the end of the Offer period, at the unit price of € 130.956 and therefore **UNDERTAKES TO PAY** on the Settlement Date to be indicated €, or the lower counter-value in the event of a distribution of the Residual Shares according to the terms and procedures indicated in the Offer,

for a total countervalue for Options and Pre-emption rights amounting of €

TAKES NOTE that, should the number of Shares remaining unexercised at the end of the acceptance period of the Offer be less than the total number of shares requested under the pre-emption right, the allocation will be made among those who have exercised their right of pre-emption proportionally to the number of options exercised by each of them, as indicated above, and that the total number of Shares allocated to them in the context of the Offer and in pre-emption, if any, will be communicated to them by the Settlement Date by their depository intermediary, to whom

GIVES an irrevocable mandate for payment to Reply of the total counter-value, as determined above, for the purchase of the Shares, it being understood that the payment of the aforementioned total counter-value and the settlement of the purchased Shares will take place on the Settlement Date to be communicated subsequently.

I HEREBY **CONFIRM**, under my own responsibility, for all legal purposes, the accuracy of the information provided in this Application Form.

(date)..... (Signature of the bidder or its representative, in the case of a legal entity).....

Generalities and qualities of the person signing on behalf of the legal entity holding the Options

(Surname and first name) as:
born on..... a (city)
residence (city)..... (street, square)

THE INTERMEDIARY

(Name)

(References) Tel E-mail

(Stamp and signature of the Intermediary)